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Fulton Street
Bond Street
Frederick Loeser & Co.
Livingston St.
Elm Place
BROOKLYN-NEW YORK

October Furniture Sale

Dining Room :: Living Room :: Bedroom

A Great Stock of Handsome Pieces 20% to 50% Savings

A YEAR AGO, through trade conditions which we were quick to turn to our customers' advantage, we made a great October offering of good Furniture at special prices. Conditions are different this year. Furniture makers of the better class have more orders than they can fill. It is no longer possible to go about and pick up good lots at lessened prices.

Yet this sale shows what can be done by planning several months in advance; by close business friendships with the best makers of Furniture in this country; by determination to equal the best records of the past; by some sacrifice of ordinary and proper profits.

We shall have ready tomorrow a singularly fine variety—and a very large variety—of Furniture for bedrooms, dining rooms and living rooms and the plain-figure tickets will show this Furniture marked from a fifth to half less than our own usual fair prices.

Much of what we have just arrived and will now get its first showing. Other Furniture has been shown before and is reduced to clear away incomplete lines or designs not to be continued. Still other Furniture has been added to round out the sale, on which we are not able to make reductions so great as 20 per cent., but on which there are nevertheless substantial reductions.

Details that follow are typical of the offerings. We have large quantities of some items; small quantities of others. The safe way to share these very unusual opportunities will be to come early.

White Enamel Iron Bedsteads

\$7.50, Regularly \$8.50
\$8.75, Regularly \$10.50
\$13.75, Regularly \$16.50

Single and double; made by the most dependable maker of such furniture we know of. Good designs, both graceful and practical. Finished in hard, pure white enamel that will not readily crack or chip.

Brass Bedsteads

\$17.50, Regularly \$23.50
\$25, Regularly \$32
\$36, Regularly \$45

Single or double; handsome new designs featuring round, square or combinations of the two shapes of tubing. Handsomely and durably finished in either polished brass or brushed brass.

Bedding

\$12 Cotton Felt
Mattresses, \$9.35

Regular edge, covered with fancy ticking; full size.

\$16 Cotton Felt Mattresses, \$12.50

Roll stitched edge, covered with fancy ticking; full size.

\$31.50 Hair Mattresses, \$24.75

Black mixed hair, weight 45 pounds; size 42x74-1/2 feet; covered with fancy ticking.

Bedroom Furniture

\$10 to \$175 Dressers at \$8 to \$130

\$9.50 to \$175 Chiffoniers at \$7.50 to \$130

\$10 to \$110 Dressing Tables at \$8 to \$80.

\$22 to \$145 Bedsteads at \$17.50 to \$105

Many of the above very desirable pieces are in matched designs, and it is therefore quite simple to make up complete Suites.

Living Room Furniture

\$118 Living Room Suite, \$87

Three pieces—Sofa, Arm Chair and

Rockers. Mahogany finished frames, cane panel backs, two pillows. Velour coverings.

\$120 Living Room Suite, \$88

Three pieces—Sofa, Arm Chair and Rockers. Mahogany finished frames with plain upholstered seat and back covered with brown leather.

\$128 Living Room Suite, \$94

Three pieces—Sofa, Arm Chair and Rockers. Mahogany finished frames with plain upholstered seat and back covered with blue leather.

\$210 Living Room Suite, \$168

Three pieces—Sofa, Arm Chair and Rockers. All upholstered with loose cushion seats, covered with velour.

Dining Room Furniture

\$28 to \$220 Buffets and Sideboards, \$22 to \$165

\$17 to \$130 China Closets, \$13.50 to \$97

\$13 to \$75 Serving Tables, \$10 to \$56

\$10 to \$80 Dining Room Tables, \$8 to \$60

Third, Fourth and Fifth Floor.

Record Values in Fine Wilton Rugs Anniversary Sales in the Rug Shop

ONLY ONCE IN A DECADE comes a chain of events such as was responsible for this sale of Wilton Rugs. A group of five leading manufacturers developed the fact that the finest Wilton Rugs of one house were too much like those of the other to make it worth while to keep the two lines before the public. Hence one was discontinued and we purchased a great part of the stock at much reduced prices. The Rugs are in two different qualities, both so good that a search of the country would hardly result in the discovery of a single make of Rugs superior to these. The patterns, too, are more than usually desirable and the Rugs are ready in most of the sizes in demand for homes of all degrees of importance.

Royal Wilton				Extra Fine Wilton			
Reg.	Size.	Now.	Reg.	Size.	Now.	Reg.	Size.
\$46.75	9 x 12	\$41	\$46.75	8 x 10	\$37.50	\$46.75	8 x 10
\$44.50	9 x 10	\$37.50	\$44.50	8 x 10	\$37.50	\$44.50	8 x 10
\$38	6 x 9	\$32.50	\$38	6 x 9	\$32.50	\$38	6 x 9
\$16.75	4 1/2 x 7 1/2	\$13.50					

150 Imported Oil Paintings For Less Than Usual Wholesale Cost

\$5 to \$22.50 Values for \$3 to \$13.50

WITHOUT A DOUBT these are the greatest Painting values yet offered at the prices quoted. The importer wanted money enough to be tempted to sacrifice a good share of his regular prices for this collection of canvases.

There are marine, landscape, sheep and cattle subjects, in styles of handsome finished antique deep gold frames with ornamental carvings.

\$5 Framed Paintings at \$3. Size of canvas, 9x12 inches.
\$12 Framed Paintings at \$6.50. Size of canvas, 12x18 inches.
\$15 Framed Paintings at \$8.50. Size of canvas, 12x24 inches.
\$22.50 Framed Paintings at \$13.50. Size of canvas, 20x30.

Hundreds of New Hats: Anniversary Sale

Models Trimmed and Untrimmed, Little priced SPECIAL PURCHASES of Hats in all the newest shapes, small, medium and large, including the new Turbans, Sailor shapes, Continentals, and high crown shapes, some only in black, others in the range of suit shades.

If these had not been bought under special circumstances, the prices would have been from a half as much as to double. There is the assurance that every Hat included in the sale is a very special value.

Black Velvet Untrimmed Hats \$6, \$12.50, \$15 and \$29.50. Black velvet hats, covered with a fine quality of velvet, in a variety of colors. Very well made. Many that will need only a little bit of trimming.

Black Velvet Hats \$1.50 to \$3.50 and Up. Among the greatest of the fall hats, and they are very popular with all young women. These hats, which can wear them, in black only and in a variety of colors. Very well made. Many that will need only a little bit of trimming.

Velvet Hats, Fine Qualities \$4.50, \$6 and \$10. Shapes copied from the most fashionable imported models. Many of all the popular suit shades. Untrimmed, but needing very little decoration.

Trimmed Hats, Special. \$2.95 to \$5. Well made and smartly trimmed; small, medium and large. A variety of colors. Very special values.

Milinery Trimmings Black Parasols, \$2.25 to \$60. A special purchase of Black Parasols, beautifully mounted long flues, even those at the back price very effective and appearing of far greater value. Prices, \$2.25, \$3.45, \$5.50 and up to \$60.

Hat Ornaments, 29c. to \$2.25. A very remarkable line of silver and gold ornaments, such as are now in the first fashion. A single ornament trimming a Hat fashionably. Some are combined with fur, some are combined with gold. Also Tinsel Bands, smooth fur edges.

Second Floor, Elm Place.

Thousands of Pieces of Novelty Laces 10c. to 25c. Each Far Below Values

Some Are Sample Pieces. Others Remnants

THOUSANDS OF PIECES of new and beautiful Novelty Laces for a mere fraction of the worth have been secured as the Lace Store's Anniversary feature.

The lot includes pretty spangled Laces, beaded designs, gold and silver metal Laces and others. In lengths of from 1/2 to 3/4 of a yard; most desirable for trimming purposes.

Widths from 6 to 38 inches. All at greatly under their worth, at 10c. to 25c. each.

Radium Laces and Allover, 10c. to 98c. Values 29c. to \$2.49—1 1/2 to 5 Yard Lengths

Balance of last week's Sale. Exceptionally broad and varied range in pretty colors. Widths from 6 to 36 inches. Main Floor Table. None Sent C. O. D.

Men Who Invest in New Fall Suits At This Time Will Save Largely

Loeser-Tailored Fall Suits at \$15

THE MEN'S CLOTHING SHOP celebrates Anniversary with an offering of men's Suits at \$15. We shall not tell you how much these Suits were intended to be priced; those who know the present cost of fabrics and tailoring would be amazed at the facts. Instead we shall ask you to see the Suits themselves and assure yourself that never before in your experience have you bought at this season such clothes for \$15.

Included are the newest smart mixtures, stripes and other fancy fabrics. Styles for either men or young men—conservative Suits or those with a more daring character. Sizes for very tall men, very short men and for extra lean or stout men of all heights and breadths, as well as for those of more ordinary proportions.

Silk-Lined Fall Overcoats at \$16.50

Another Anniversary offering. Black and Oxford Overcoats of handsome cut and splendid tailoring. Silk lined throughout. Main Floor, Elm Place.

Brooklyn's
Greatest Store

ABRAHAM AND STRAUS

The Store
Accommodating

Store opens 9 A. M.
Closes at 6 P. M.

ABRAHAM & STRAUS PRIVATE SUBWAY ENTRANCE

at Hoyt Street is quickly reached by Brooklyn Express, as follows:
From 242d St. (R-way).....51 min. From 96th St.....25 min. From Grand Central, 17 min. From Brooklyn Bridge 9 min.
From 180th St. (Bronx).....45 min. From 72d St.....22 min. From 14th St.....12 min. From Bowling Green 5 1/2 min.

WEATHER FORECAST.
FOR MONDAY.
GENERALLY FAIR, WITH
RISING TEMPERATURE.

The Importance of October 1st—

October 1st is really a much more significant day on the family calendar than January 1st.

The latter is merely an imaginary line, like crossing the Equator.

October 1st is a stern reality—it affects every household in many ways.

It is MOVING DAY! It brings thousands of new households into the Greater City, and particularly into New York's greatest borough—Brooklyn.

It sends the children packing off to school and college; and brings many a family home from the country for the Winter.

It creates many new requirements of one kind or another—Furnishings for the home that is brand-new, or for the home that has long been lived in, and needs "dressing up."

Clothes—lots of them—for all the family, young and old.

Creature comforts and amusements—the dessert that makes life's bread-and-butter bearable.

In supplying all of these needs, The Store Accommodating can help, broadly and well.

It welcomes the newcomers to Brooklyn, and hopes that they will include it in their scheme of things as unservedly as many other newcomers have done before them.

And it invites the people of the other boroughs to acquaint themselves with its advantages.

For it is not only a Brooklyn Institution—ripening and growing with three generations of serious public service behind it—

It is a great, progressive Metropolitan Store, with stocks comprising several million dollars' worth of New Merchandise of high quality, and of fashionable correctness.

It is situated outside of the high-price, high-rental zone of Manhattan; hence it offers lower-than-Manhattan prices, for equally high quality.

The Store makes a specially strong appeal to old friends and new, these busy October days.

Men's Fall Overcoats, \$15.50

Silk-Lined

This price would be impossible low if the cloth, the linings, and interlinings were bought at to-day's prices. In a fine Chesterfield model, of handsome pure wool fabric, in black or Oxford gray, and lined throughout with serviceable silk.

Sizes 35 to 42 regular: 38 to 46 stout.

Second Floor, Men's Shop, East Building.

\$5 to \$6.25 Chiffon Velvet, \$3.98 Yard

Extraordinary Offering of This Most Fashionable Fabric

Twenty-eight of the most desirable shades of this sumptuous velvet. To obtain such a liberal supply of chiffon velvet to sell for so much less than its actual value to-day is a fine achievement—we shall hardly be able to duplicate it. In the lot are both imported and domestic qualities, all 39 inches wide. Other remarkable offerings of Silks for Monday:

\$1.49 Chiffon Taffeta, 99c Yard
Fine color-range, soft chiffon finish, all silk; 35 inches wide.

\$1.69 Georgette Crepe, \$1.29 Yard
Fine quality, all silk, in a variety of beautiful shades.

\$1.49 All Silk Crepe de Chine, \$1.19 Yard
In white and street and evening shades.

Black Swiss Satins Specially Priced
Several splendid qualities of Black Satin from a celebrated Swiss maker.

\$2.49 Velour Checks, 54-inch, at \$1.89 Yard
This is a companion offering, from the Great Dress Goods Store, of one of the most fashionable woolen fabrics for Autumn; right at the beginning of the dressing-making season. Monday's price is hardly more than to-day's wholesale cost. In neat, small checks of brown and green, Burgundy and gray, navy and tan, and green, black and white.

\$2.25 Navy Blue and Black Gabardine \$1.79 Yard
All Wool, 54 inches wide; finely finished.

Chiffon Broadcloth, \$1.59 Yard
Our regular price, but only as long as our present supply lasts, bought long ago. All wool, sponged and shrunk. Black and smart colorings.

1,500 Yards Dress Goods, 98c Yard
Including French and Storm Serges, Wool Plaids, Henrietta, Poplins and Granite Weaves; 42 to 50 inches wide, and all worth more than Monday's price.

40-Inch Dress Goods, 59c Yard
Storm and French Serges, and part wool plaids for children's dresses.

Black Chiffon Broadcloth, \$1.98 Yard
56 inches wide; thoroughly sponged and shrunk.

Three All-Wool Black Serges \$1.49 yard, regularly \$1.79—Black French Serge, 54-inch.
89c. yard, regularly \$1.10—Black Storm Serge, 48-inch.

49c. yard—Black Storm Serge, 36-inch; also navy blue.

The A. & S. Dress Cutting and Fitting Service
Mme. Carpenter will take your material, if bought here at 98c. or more a yard, and cut and fit it for you perfectly without any charge. Ask about the plan at the Special Counter in the Dress Goods Store.

Street Floor, West Building.

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Budget of Other Monday Bargains

Women's Very Unusual Coats—new styles and fabrics—\$18.75.

Black Lyons Velvet Untrimmed Hats, at \$1.95 for \$3.95 qualities.

Fine Flemish Satin Damask Table Cloths, 2x2 yards, \$3.50 to \$8.50 each.

Men's Fall Overcoats, silk lined, \$15.50.

30-Inch Kindergarten Cloth, 25c a yard.

Boys' Hats and Caps, 98c each.

Boys' and Young Men's Shirts, \$1.25.

Satin Taffeta Ribbons, 1/2 inch wide, 3c a yard.

Street Floor, East Building.

Men's Cotton Socks, 8c a pair.

Street Floor, East Building.

20c. to \$1.75. Richly Beaded Tunic, \$1.98 to \$10.00.

Street Floor, Central Building.

Heavy Round-Thread Bleached Mullin Sheets, 24x24 1/2 yards, 74c each.

Street Floor, West Building.

White or Gray Blankets, single bed size, \$1.69; double bed size, \$1.95; slightly imperfect.

Street Floor, West Building.

Children's Rompers, 49c. each.

Street Floor, East Building.

Women's Waists, 88c., \$1.98, \$2.95 and \$3.95.

Street Floor, Central Building.

3,000 Pairs of Women's Imported Duplex Chamissoet Gloves, 75c a pair.

Street Floor, West Building.

Women's 3c. Corded Mull Handkerchiefs, 3c. each.

Street Floor, East Building.

Women's Silk Stockings, 69c. a pair.

Street Floor, East Building.

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Street Floor, East Building.

Stunning Tailored Suits In 12 New Models at \$22.50

Duplicates of these Suits, which come to us fresh and new from the work-rooms, are retailing at \$29.75 to \$34.75. Our purchase is a rather large one, and the price is accordingly low. A very smart collection in every respect:

Velours Broadcloth Gabardine Serge Poplin

Burgundy Brown Navy Green Black

Plain tailored styles; touches of fur; braid trimming; velvet binding. High, normal and low waist-lines, and loose-hanging models. New, wide collars; some inset with velvet; others buttoning high. All sizes to start, in every style.

A most engaging collection, at a very low price, \$22.50.

Second Floor, Central Building.

Women's Hudson Seal Coats Very Special at \$89.50

These Coats, of a fine quality of Hudson seal (dyed muskrat), are distinguished in appearance, and remarkable at their price—which, in fact, cannot be matched today. Cut in a full, graceful model, 40 inches long, with natural skunk collar and handsomely lined.

Other beautiful Fur Coats in a stock that is notable for its rich variety, its reliable qualities, fashionable styles and low prices not duplicated elsewhere.

Hudson Seal (Dyed Muskrat) Coats

At \$98.50—40 inches long; full sweep at bottom.

At \$132.50—42 inches long; two models: semi-loose and full.

At \$210.00—45 inches long; skunk collar, cuffs and double border.

At \$375.00—45 inches long; semi-loose; with large kolinsky collar and cuffs.

Mole Coats

At \$395.00—A very beautiful model, trimmed with taupe fox.

Second Floor, Central Building.

Women's Charming Afternoon Dresses, \$18.98